

REIMAGINE RENO

planning for the future

CITYWIDE POLICY FRAMEWORK

DRAFT: MAY 2017

In the spring of 2015, the City of Reno launched a multi-year, community-based effort to prepare a new master plan called

Relmagine Reno. In the almost 20 years since the city last undertook a major master plan update effort, the city, community, and region have changed and evolved. Reno's current population (236,883) represents an increase of more than 56,000 people since 2000 and is forecast to increase by an additional 72,000 people over the next twenty years—reaching nearly 310,000.

During Phase I of the master plan update process, the Relmagine Reno team conducted extensive community outreach, an evaluation of current and future trends affecting the City of Reno, and an assessment of the city's existing master plan.

During the early part of Phase II, a set of guiding principles and goals were developed articulating the community's vision for Reno's future and outlining preliminary goals to support that vision. The initial guiding principles and goals were reviewed by the community and other stakeholders during early 2016, and their comments and feedback have been incorporated into a refined set of guiding principles and goals included in this document. This *Citywide Policy Framework* takes these updated guiding principles and goals and establishes the next level of direction the city and community can take to achieve its vision. Residents and other stakeholders are encouraged to provide feedback on these policies in the coming weeks.

Based on community input, a consolidated draft of the master plan will be prepared and released for review in late July/early August 2017.

INTRODUCTION

The updated master plan will ultimately contain four levels of citywide policy guidance, each of which is described to the right. The first two levels of policy guidance—the guiding principles and goals—emerged from the robust outreach and engagement efforts conducted by the City of Reno during Phase I. A preliminary draft of the guiding principles and goals was released to the community in May 2016 and refined based on community and stakeholder input received. The *Citywide Policy Framework* establishes the next level of more detailed direction to guide the city's and community's progress toward the guiding principles and goals. Many of the broader policy objectives will be, or are already being, carried out through the day-to-day actions of city staff, the City Council, and the Planning Commission.



ORGANIZATION & TOPICS ADDRESSED

The *Citywide Policy Framework* is organized around eight guiding principles. These guiding principles reflect the overarching themes that emerged from Phase I outreach and engagement efforts. These themes address a range of inter-related issues and topics, as shown in the table below.

Guiding Principle

Topics Addressed

	GP 1: RESILIENT LOCAL & REGIONAL ECONOMY	<ul style="list-style-type: none"> Economic diversity Regional collaboration and partnerships Business-friendly environment Workforce development Business development and retention Quality of life considerations
	GP 2: RESPONSIBLE & WELL-MANAGED GROWTH	<ul style="list-style-type: none"> Growth management Pattern of growth Annexation policy Regional collaboration Infrastructure and services Sustainable development practices
	GP 3: THRIVING DOWNTOWN & UNIVERSITY DISTRICT	<ul style="list-style-type: none"> Economic development and tourism Public safety Public and community spaces Revitalization and adaptive reuse UNR linkages
	GP 4: VIBRANT NEIGHBORHOODS & CENTERS	<ul style="list-style-type: none"> Mix of housing types Mixed use development Neighborhood Amenities Infill and redevelopment Pedestrian & cycling orientation
	GP 5: WELL-CONNECTED CITY & REGION	<ul style="list-style-type: none"> Traffic & congestion Multi-modal transportation Safety Pedestrian & cycling orientation Autonomous vehicles
	GP 6: SAFE, HEALTHY, AND INCLUSIVE COMMUNITY	<ul style="list-style-type: none"> Affordable housing Public safety Hazard mitigation/emergency preparedness Inclusivity Local food access/food security Health and wellness Lifelong learning
	GP 7: QUALITY PLACES AND OUTDOOR RECREATION OPPORTUNITIES	<ul style="list-style-type: none"> Historic preservation Conservation of natural resources Greenway connections Access to the outdoors Arts and culture Parks & recreation
	GP 8: EFFECTIVE GOVERNMENT	<ul style="list-style-type: none"> Leadership Civic engagement Transparency and accountability Collaboration



GP 1: RESILIENT LOCAL & REGIONAL ECONOMY

Following job losses over the past ten years and a high unemployment rate, Reno is now experiencing a period of sustained job growth. Unemployment is down, although not quite to levels seen prior to the Great Recession. Within the City of Reno, many jobs today remain in the service sector industries—especially those related to tourism, gaming and casinos. Other major employers include the Washoe County School District, University of Nevada-Reno (UNR), and Renown Regional Medical Center. At the regional level, large firms, such as Tesla, Switch, Apple, and Amazon have announced investments in the Reno area, with more expected. Many of the new jobs offered by these firms will require skills and experience in specialized fields, attributes not all Reno workers currently have. While educational institutions such as UNR and Truckee Meadows Community College ([TMCC](#)) have started programs to train students in technology, advanced manufacturing, and other pertinent fields, there is still expected to be a shortage of qualified workers in Reno in the near-term.

The City of Reno works closely with the Economic Development Authority of Western Nevada (EDAWN) and the Governor's Office of Economic Development (GOED) on economic development activities, but currently lacks a strategy to define how regional economic development policies and strategies should be applied at the local level. Key considerations include the potential for an influx of skilled workers from outside the region to fill new jobs, the impacts of the Tahoe-Reno Industrial Center (TRI-Center) in neighboring Storey County and whether the city has or will have sufficient housing to meet the needs of new residents, as well as the potential impacts of a constrained housing market on the affordability of housing for existing and future residents. Another consideration is whether Reno has a sufficient supply of industrial sites available that are aligned with the types of employers the city seeks to attract in terms of their size, access, service levels, and other considerations. Lastly, while UNR and the city's outdoor lifestyle are a natural draw for millennials (those between the ages of 19 and 35 in 2016), it is not clear how many remain in Reno following graduation.



LOOKING TO THE FUTURE

The city will work with regional partners to diversify the local and regional economy—continuing to foster growth in high-tech and knowledge-based industries, while also recognizing the important role small and local businesses play in the city’s economy and sense of place. Also in collaboration with regional partners, the city will work to ensure that Reno is an attractive place for existing and future employers and residents. Investments in infrastructure, public safety, and quality of life amenities will be a key focus, as will efforts to leverage the presence and continued growth of UNR, define local priorities in terms of serviceable employment land, provide workforce training and adult education programs for workers in Reno, and continue to attract residents from outside the region—especially for those with jobs skills that can support existing and new businesses. Both tourism and gaming will continue to play a role in the city’s economy moving forward, but current trends suggest a shift toward outdoor/lifestyle and related industries.



HOW WILL WE GET THERE?

Goal 1.1: Build strong partnerships and encourage local and regional collaboration on economic development initiatives.

1.1a. City-Focused Economic Development ~~Plan~~ **Strategy**

Develop and regularly update a strategic economic development strategy for city-led efforts that identifies roles and responsibilities in coordination with regional partners and tailors target industries, priorities, and areas to better reflect Reno's economic development vision.

1.1b. Community Development

Focus economic development efforts on creating and maintaining employment areas desired by existing and future businesses and maintaining and building on quality of life for residents and businesses.

1.1c. Regional Initiatives

Actively participate in economic development initiatives sponsored by the Economic Development Authority of Western Nevada (EDAWN) focused on primary employment attraction/retention and promotion of the region. Actively support the Reno-Sparks Chamber of Commerce in its efforts to support and retain existing business and other partners.

1.1d. Public/Private Partnerships

Seek opportunities to leverage city resources and advance the city's economic development strategy and other master plan goals through creative public/private partnerships.

Goal 1.2: Promote a diverse and stable economic base.

1.2a. **Arts and Outdoor Recreation** ~~Tourism~~ **Destination**

Build on Reno's easily accessible location, proximity to Lake Tahoe and other major destinations and events, natural beauty, and other existing tourism assets and activity to promote and market Reno as a national destination for outdoor recreation and arts and culture.

1.2b. Modern Industrial Hub

Support the continued growth of the city's logistics and manufacturing industries and leverage the region's infrastructure and assets to broaden the economic base through attraction of advanced manufacturing employers and modern logistics operations.

1.2c. Existing Industries

Support and encourage the expansion of existing industries when not in conflict with the city's efforts to diversify its economy through its targeted efforts.

1.2d. Employment Centers

Plan, invest in, promote, and incentivize the creation and improvement of cohesive employment areas with diverse functions (as defined by the Structure Plan), and clearly identify where specific employment uses are desired and where infrastructure, housing, services, and amenities that support businesses exist or are planned.

1.2e. Proactive Investment

Proactively invest, in infrastructure and amenity projects, using the capital improvement plan, sewer capital fund, and other public funding and financing tools that will enhance the attractiveness of high priority employment areas in coordination with public and private partners, when possible.

1.2f. Encroachment

Protect industrial areas and employment centers from encroachment by potentially incompatible land uses or conversion to alternative uses.

1.2g. Incentives

Use economic and administrative incentives (as informed by *policy 1.1a*) to encourage the expansion of existing businesses and industries and the establishment of new industries that support city and regional initiatives.



Goal 1.3: Support continued growth of Reno's technology- and knowledge-based sectors.

1.3a. ~~University~~ College Town

Develop a multi-faceted partnership with UNR, TMCC, and other providers to ~~grow the university's~~expand technology and research education and economic development efforts through the creation of a University innovation district as part of the Downtown Regional Center, alignment of target industries ~~with~~ educational offerings citywide, and cross-promotion of Reno and UNR as a center for technology development.

1.3b. Test Bed for New Ideas

Promote Reno as a destination for testing of new technologies by providing flexibility and a collaborative regulatory environment (e.g., providing flexibility in parking requirements to facilitate car sharing or accommodating a temporary street closure for autonomous vehicle testing, or removing barriers to community solar or other technologies that would advance the city's sustainability initiatives).

1.3c. Modern Office Environments

Continue efforts to revitalize downtown Reno and other priority centers and corridors to create vibrant mixed-use areas attractive to office workers and young professionals.

1.3d. Business Attraction

Provide incentives and coordinate with regional partners to attract technology and other businesses within target industries (as informed by *policy 1.1a*).

1.3e. Partnerships

Develop a coordinated strategy with regional partners to attract technology and other businesses within target industries (as informed by *policy 1.1a*).

Goal 1.4: Support the growth, creation, and retention of local businesses and start-ups.

1.4a. Barriers to Entry

Continue to identify new ways to reduce barriers to entry for new businesses.

1.4b. Culture of Innovation

Ensure the city fosters an innovative business climate that is open to new technologies and ideas.

1.4c. Access to Funding

Work with regional economic partners and the private sector to identify ways to increase funds available to support the growth of local businesses and the creation and growth of new businesses.

1.4d. Social Networks

Facilitate the interaction and collaboration between new businesses, entrepreneurs, and existing businesses by providing opportunities for regular interaction in both formal and informal events.

1.4e. Arts and Culture

Leverage the arts and cultural assets in Reno and the surrounding region to attract artists and other creative entrepreneurs.

Goal 1.5: Support the development of a diverse, educated, and adaptable workforce.

1.5a. Quality of Life

Continue to invest in the attributes (attractive and affordable housing, access to open space, arts and culture, etc.) of Reno that will enhance the high quality of life in order to provide an attractive location for potential new workers.

1.5b. Urban Revitalization

Continue efforts to revitalize downtown Reno and other mixed-use areas to create vibrant urban areas attractive to young professionals and other workers.

1.5c. Alignment of Efforts

Work with area educational institutions and regional economic development partners to provide educational programs that train students to work in the region's existing and target industries.

1.5d. ~~Invest in~~ Education

Identify ways to ~~make investments that~~ support the education programs of Washoe County School District, UNR, TMCC, and other educational institutions ~~that~~ and further advance their missions.



1.5e. Workforce Training

Support ongoing coordination among local colleges, training facilities, economic development organizations, and employers to match workforce training with local industries, employment opportunities, and target industries (as informed by *policy 1.1a*).
[Place a particular emphasis on training programs that support jobs that will provide a living wage.](#)

1.5f. Talent Gaps

Identify talent gaps for the region's targeted industries and develop strategies for increasing access to funding, education, and partnerships to address gaps.



GP 2: RESPONSIBLE & WELL-MANAGED GROWTH

Reno's population is growing and is expected to continue to grow in the future. After being particularly hard hit during the Great Recession, Reno has seen an increase in building permits in recent years, home values appear to be stabilizing, and employment in construction has increased faster than any other industry. However, we desire stability for the future and seek to minimize speculative markets like the one that made us particularly vulnerable to the Great Recession. The impacts of employment growth forecast in neighboring Storey County—both real and speculative, such as increased demands for housing, services, and transportation without any of the direct economic benefits or tax revenues generated by these businesses—are a concern for Reno and its partners in the region.

The timing and location of development in Reno today is influenced by several interconnected factors—available land, available infrastructure and services (water, sewer and wastewater, transportation, police and fire), and market demand. While there is no lack of vacant land within the City of Reno and its sphere of influence, there is a lack of land with the infrastructure and services needed to support new development. Balancing the need for investments in new infrastructure to support greenfield development with the need for improvements to existing infrastructure in established areas of the city to support infill and redevelopment is an ongoing challenge. Market demand has been a strong driver of Reno's pattern of growth over the past 15 years. Residents have historically preferred to live in single-family, detached homes—a sentiment that played out in the approval of numerous, large, planned unit developments on the outskirts of the city prior to the Great Recession. Although many residents still express a preference for single-family homes, they also express a preference for homes in pedestrian-oriented neighborhoods that are located close to local shopping, dining, and other amenities. While, the city has had policies, regulations, and incentives that seek to direct higher density infill and redevelopment within designated centers and transit-oriented development (TOD) corridors for nearly 15 years, limited development meeting these criteria has occurred to date and targets set by the Truckee Meadows Regional Plan for the overall percentage of growth occurring in these locations have not been met.



#RENOLENS
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LOOKING TO THE FUTURE

Future growth in Reno will occur through a combination of greenfield development and infill/redevelopment—a balance that will ensure existing and future residents have access to a variety of lifestyle and housing options based on preference, financial means, and physical needs. The city will encourage growth that supports the quality of life residents desire, but that is also fiscally and environmentally responsible. In doing so, the city will take a more proactive approach to infrastructure and services currently not in their purview, working closely with regional partners and service providers to prioritize limited resources and to balance the need to improve existing services and infrastructure with the need for new ones. The use of sustainable development practices—water conservation, renewable energy, energy efficiency, and others—will be encouraged to reduce the impacts of future growth [and climate change](#) on the environment.



HOW WILL WE GET THERE?

Goal 2.1: Support a fiscally-responsible growth pattern and annexation policy to maintain and improve existing levels of service for current residents and future generations.

2.1a. Priority Locations for Growth

Support the efficient use of existing public facilities and services by prioritizing development, infrastructure improvements, and public investments in the following locations (listed in order of priority):

- Infill and redevelopment priority areas (See *policy 2.2a*);
- Targeted employment areas that are located within the existing city limits as of the adoption of this master plan; and
- Areas that are located within the existing city limits as of adoption of this master plan, and have existing infrastructure and services in place.

2.1b. Concurrency Management System

Provide a timely, orderly, and efficient arrangement of adequate public facilities and infrastructure that support existing and planned land use patterns and densities by:

- Requiring adequate infrastructure and facilities be provided by the developer within the city's priority growth areas (see *policy 2.1a*) where they do not exist or do not have adequate capacity;
- Requiring adequate infrastructure and facilities be provided by the developer in areas where they don't exist and the city is able to provide and maintain requisite levels of service to those areas; and
- Prohibiting development approval when such development does not meet the concurrency requirements and level of service standards established in this master plan and/or the city is unable to provide and maintain requisite levels of service. (See *Growth & Reinvestment Framework*—forthcoming - [for summary of concurrency options](#)).

2.1c. Level of Service Standard

The level of service for different services and facilities varies and must be maintained as described in the *Growth & Reinvestment Framework* (forthcoming land use chapter of the updated master plan). Apply level of service standards uniformly to new land development and established areas of the community dependent upon location and existing levels of service. (See *Growth & Reinvestment Framework*—forthcoming—for required service levels by location.)

2.1d. Annexation

Pursue and/or consider requests for annexation that:

- Support the coordinated expansion of the city's infrastructure network and efficient provision of services;
- Are located within Truckee Meadows Water Authority or another authorized water distribution company's service area;
- Have existing or funded adequate facilities needed to support growth;
- Enhance the mixture of uses and development types that match with the city's vision;
- Do not create a fiscal burden or mitigate fiscal burdens to the city based on a fiscal impact analysis and mitigation plan for expected/desired future land use designations;
- Concurrently seek a change to desired master plan land use designations;
- Facilitate annexation of county islands; and
- Are consistent with other adopted city policies.

2.1e. Sphere of Influence

Monitor and amend the sphere of influence (increase or decrease) as necessary to maintain sufficient land area to accommodate the city's 20-year growth horizon. Explore the feasibility of establishing a "tiered" sphere of influence that distinguishes those areas within the sphere of influence that are unlikely to be absorbed by the city within the 20-year growth horizon due to lack of services, access, market demand, or other factors.



2.1f. Water and Wastewater Systems

Approve final maps and building permits only when adequate water capacity is procured by the developer and proposed land uses are found to be compatible with underlying source water protection areas, as defined by TMWA (see policy 7.1d).

~~and~~ Reserve sewage treatment capacity for final maps and building permits only upon payment of sewer connection fees. For projects where payment of sewer connection fees is delayed until the issuance of a certificate of occupancy, reserve sewage treatment capacity following building permit approval.

2.1g. Financing Mechanisms

Utilize special assessment districts, impact fees, private financing techniques and other methods as appropriate to finance capital improvements and infrastructure in priority growth areas.

2.1h. Special Assessment Districts

Consider the use of special assessment districts only as a means of funding/financing the construction of publicly- owned infrastructure improvements that benefit the community, align with the goals of the master plan, and meet the city's guidelines for the use of special assessment districts.

2.1i. Fiscal Capacity

Periodically evaluate levels of service citywide and within the four quadrants of the city consistent with fiscal capacity policy and to gauge the impact of new development.

Goal 2.2: Encourage infill and redevelopment.

2.2a. Priority Locations for Infill and Redevelopment

Prioritize infill and redevelopment in the following locations to promote the efficient use of existing public facilities and services and the revitalization of established areas of the city:

- Downtown and convention center regional centers;
- Innovation areas;
- Redevelopment districts; and
- Urban corridors.

2.2b. Underutilized Properties

Support the use of creative strategies to revitalize vacant, blighted, or otherwise underutilized structures and buildings—including, but not limited to:

- Adaptive reuse of existing buildings (particularly those that have historic significance);
- Infill of existing surface parking lots;
- Integration of live-work space for artists or others;
- Voluntary consolidation and assemblage of properties to improve and coordinate the redevelopment of blocks or segments of corridors where a property-by-property approach would limit development potential; and/or
- Public/private partnerships.

2.2c. Historic and Cultural Resources

Encourage the retention and incorporation of historic buildings, landscapes, artworks, signs, cultural resources, or other site features as part of infill/redevelopment projects, where feasible, to reinforce the distinctive characteristics and history of the city's neighborhoods and districts.

2.2d. Incentives

Create a package of available development incentives to encourage reinvestment—through infill and redevelopment, as well as through historic preservation—in areas identified as priority locations for infill and redevelopment areas (See *policy 2.2a*).



Goal 2.3: Ensure effective, efficient, and equitable delivery of city services and infrastructure.

2.3a. Capital Improvement Program

Prepare and update annually a five-year capital improvement program which supports the implementation of the master plan. Prioritize capital projects that are designed to serve existing needs and to prevent the deterioration of existing levels of service. Prioritize projects that support citywide growth priorities (See *policy 2.1a*).

2.3b. Cost of Growth

Require that new development pay the cost of required public improvements as follows:

- The full cost of all public improvements required by the development within the boundaries of that development.
- A proportional share of the cost of public improvements outside the development boundaries that is directly attributable to that development.

2.3c. Oversizing

Utilize a reimbursement mechanism to compensate developers, or the city, for oversizing public facilities such as sewer infrastructure in accordance with Reno Municipal Code (12.16.480).

2.3d. Public Safety and Emergency Services

Ensure the city's capacity to provide public safety and emergency services expands in line with the level of service standards set forth in the concurrency management section of the *Growth & Reinvestment Framework* (forthcoming). To the extent possible, development patterns and intensities that allow for efficient and cost-effective expansion of services should be given preference over others that are less efficient and/or more costly to serve.

2.3e. Parks and Recreational Facilities

Provide residents with access to park and recreational opportunities, recognizing that needs, types of opportunities, and facilities will vary based on location and that not all neighborhoods will have the same level of access. (See also, *policy 6.3a*.)

2.3f. Cooperative Use

Encourage cooperative use of recreational and other public facilities among the city, other governmental units and private organizations when capital costs, maintenance, and access to facilities are equitably shared.

2.3g. Accessibility of Facilities

Locate branch community, administrative, and maintenance facilities near the populations they serve and ensure they are proximate to transit, pedestrian, and bicycle facilities.

Goal 2.4: Collaborate with regional entities and service providers on growth and infrastructure issues.

2.4a. Regional Planning

Actively participate in periodic updates to and implementation of the *Truckee Meadows Regional Plan* in collaboration with the City of Sparks, Washoe County, the Truckee Meadows Regional Planning Agency, and other partners to promote alignment with the goals and policies of this master plan.

2.4b. Growth Capacity

Work with regional agencies and service providers to ensure that the water supply, water treatment and distribution capacity, sewage treatment, school capacity and road network is capable of serving present and future demand within the city. Use the *Future Land Use Plan* to inform infrastructure planning within the city and region.

2.4c. Water and Wastewater Operations and Planning

Participate in operation and planning decisions affecting water and wastewater systems. Do not support a regionalization plan for water and wastewater treatment that results in subsidizing growth in the unincorporated area by city rate payers or a loss of city equity in the capital facilities.



2.4d. Truckee River Water Rights

Support the use of Truckee River water rights outside of the Truckee River basin so long as return flows to the Truckee River are maintained. Water rights dedicated for the purpose of meeting return flow requirements should be water rights whose current point of use is downstream from the Truckee Meadows except that development projects may continue to dedicate Truckee Meadows water rights for return flow requirements on a temporary basis and later substitute downstream water rights after appropriate applications have been filed and approved by the appropriate authorities.

2.4e. Regional Utility Corridors

Preserve the viability ~~and efficient use~~ of existing and future utility corridors and sites (as identified in the *Truckee Meadows Regional Plan*, as amended) and promote their efficient use by:

- Requiring a minimum setback of ten feet on each side of existing regional utility corridors and allowing only passive uses within these setbacks including, but not limited to parks, trails, parking, landscaping and fencing;
- Ensuring that new electrical transmission infrastructure is placed in existing utility corridors, unless adequate justification is provided demonstrating why it cannot be placed in an existing corridor;
- Promoting the use of utility corridors and sites for the placement of infrastructure related to other utilities such as natural gas and telecommunications; and
- Supporting the placement of electrical transmission lines underground in circumstances where it can be determined that doing so will substantially mitigate the safety risk of above ground construction.

2.4f. Electrical Transmission Infrastructure

Ensure that new above ground and underground electrical transmission infrastructure be placed according to the following hierarchy:

- Located in an existing corridor that already contains above ground transmission infrastructure, without expanding the corridor width;
- Located in either a federally designated corridor (i.e. BLM corridor) or an easement that has an approved preliminary or final environmental impact statement;
- Located in an existing corridor that already contains above ground transmission infrastructure, but with an expanded corridor width;
- Request creation of a new corridor based on the route of an existing above ground distribution line;
- Located within an existing corridor that already contains underground transmission infrastructure, but with an expanded corridor width; and
- Request the creation of a new corridor for the placement of new transmission infrastructure where no utility infrastructure currently exists.

2.4g. Military Installations

Ensure ~~compatibility~~ compatibility of land uses with each military installation located within the city's sphere of influence based on the location, purpose, and stated mission of the installation and notify installation commanders of certain development applications.

2.4h. Reno-Sparks Indian Colony

Collaborate with the Reno-Sparks Indian Colony, on a government to government basis, in planning land uses, infrastructure and service provision for the area within and surrounding the Colony.

2.4i. Washoe County School District

Collaborate with the Washoe County School District in planning for the design and location of new public schools, and the disposition and reuse of any schools that might become redundant in the city and its sphere of influence.



Goal 2.5: Promote the use of sustainable development practices.

2.5a. Green Building and Sustainable Neighborhood Development

Promote and incentivize green building and sustainable neighborhood development that reflects best practice and industry standards for new development, major renovation, [adaptive reuse](#), and revitalization projects at all scales.

2.5b. Transit-Oriented Development

Continue to promote new development and redevelopment in centers and corridors where access to transit services reduce vehicle miles traveled and greenhouse gas emissions as well as encourages walkability and active lifestyles.

2.5c. Drought Tolerant Landscaping

Require landscaping which utilizes drought tolerant plant materials, efficient irrigation, [incorporates soil amendments to support plant health and resiliency](#), ~~or~~ [and](#) other low water usage practices.

2.5d. Treated Effluent

Encourage the reuse of treated effluent in all new subdivision common areas and commercial and municipal developments, where appropriate and consistent with the City of Reno *TMSA/FSA Water, Wastewater, and Flood Management Facility Plan*.

2.5e. Renewable Energy

Promote the continued development of renewable and distributed energy systems including solar, wind and geothermal energy resources within the sphere of influence and ensure that, when feasible, existing corridors are utilized for the transmission of electric generating plants. Demonstrate a commitment to the development of [community and](#) regional renewable energy generation that includes the transmission infrastructure originating from renewable energy generation sources.

2.5f. ~~Low Impact Development~~ [Stormwater Management](#)

Adopt low impact development (LID) standards for development, as well as incentives to promote the use of green infrastructure for stormwater filtration and the reduction of impermeable surfaces on a site.

2.5g. Energy and Water Conservation

Promote energy and water conservation programs, and encourage behaviors and the use of products and materials that maximize energy and water efficiency in the construction of new buildings and the adaptive reuse of existing buildings.

2.5h. Waste Reduction/Recycling

Continue to support efforts to promote clean waste reuse and recycling programs, [and to incorporate composting](#).

2.5i. ~~Chemicals~~ [Integrated Pest Management](#)

Minimize the use of herbicides [and neonicotinoid pesticides](#) in favor of physical weed removal, and other ~~vegetation~~-best management practices. [Where their use is necessary, ensure proper notification is provided.](#)

2.5j. Greenhouse Gases

[Support programs and practices that reduce the emission of greenhouse gases \(GHG\) in the community in support of the City's stated commitment to GHG reduction as part of the Global Covenant of Mayors Coalition.](#)

2.5k. Design Principles for Sustainable Development

[Apply the Design Principles for Sustainable Development \(see Area-Specific Policies\) as an essential component of the site planning and development review process for both public and private development.](#)



GP 3: THRIVING DOWNTOWN & UNIVERSITY DISTRICT

Reno's downtown is an area of great importance to the community and many consider it the “heart of the city.” Downtown is the historic center of the community ~~has with~~ many great assets and amenities that draw residents and visitors throughout the year. The most prominent of these assets is the Truckee River, which flows through the center of downtown and features an urban river walk, kayak course, and multiple pedestrian plazas and parks. As a result of ongoing revitalization efforts, Downtown is also home to many major community events, a significant collection of public art, and a number of major arts and cultural facilities—including the Nevada Museum of Art, a AAA baseball stadium, and many others. Downtown is also well-served by public transportation and features a new transit center providing direct connections to Sparks, South Virginia Street, and other destinations within the city and region. Despite significant public and private investment in these and other assets, the conversion of two former casino towers to residential condominiums and a third to a new boutique hotel, a movie theater and numerous restaurants over the past 15 years, many parts of downtown are in need of attention. Vacant and blighted buildings (including many former hotels or casinos with blank walls and “dead” storefronts”), the conversion of former motels and casinos to short-term rentals, and the perception of high drug use and mental health issues in the homeless population have resulted in general dissatisfaction among residents about the current state of downtown and concerns about public safety, cleanliness, and visitor perceptions.

In spite of its many challenges, there is strong support in the community to leverage the investments that have been made to “reinvent” downtown as a place that both residents and visitors enjoy. One of the key opportunities associated with downtown is its proximity to the UNR campus. This opportunity was explored through a recent campus master plan effort conducted by the University in partnership with the city, which recommends creating a new mixed-use university district on the north side of downtown to activate the area and create a safe and inviting linkage between the core of downtown and the campus. Other opportunities include diversifying the mix of uses in downtown to include additional residential, retail, and other uses as the role of the gaming industry in Reno continues to evolve.



LOOKING TO THE FUTURE

Reno will work with the private sector, UNR, and other partners to leverage the significant public/private investments that have already been made in downtown and to actively promote its revitalization. Central to this effort will be a focus on developing a collaborative strategy for creating an active university district that links the core campus with downtown, establishing tools and incentives to help promote the adaptive reuse of downtown buildings, defining a sustainable mix of uses, enhancing multi-modal connections between downtown and other destinations within the region, and working with the gaming and casino industry to define a new role for the future. As a result of these efforts, public spaces and streets in downtown will be clean and well-maintained, creating an environment that is safe and inviting for residents and visitors.



HOW WILL WE GET THERE?

Goal 3.1: Cultivate a vibrant and livable downtown environment that balances the need of residents and visitors.

3.1a. Downtown Districts

Support a diverse mix of land uses that is tailored to support the vision and unique focus for each of the six districts that comprise the Downtown Regional Center, which include the: Entertainment District, University ~~District~~, Innovation/~~Industrial~~ District, Riverwalk District, Northwest Quadrant, and Powning District. The generalized boundaries of each district and more detailed guidance regarding the desired mix of uses [in and distinguishing characteristics for](#) each district are provided as part of the *Regional Center Design Principles for Downtown*.

3.1b. Housing Options

Encourage a variety of housing options at diverse price points to support ~~the needs~~ [a more diversified composition](#) of downtown's residents and workforce—[which includes](#) professionals, service workers, entrepreneurs, students, and retirees among others.

3.1c. Tourism and Entertainment

Encourage reinvestment in established casinos and the introduction of new uses and activities that strengthen downtown's appeal as a tourism and entertainment destination. Strive to make downtown the location of choice within the region for annual events, cultural celebrations, and other community gatherings.

3.1d. Neighborhood Services

Encourage neighborhood-serving retail—grocery, pharmacy, dry cleaners, childcare facilities, and other basic services—as a key component of the overall mix of uses in downtown.

3.1e. Social Service Network

Support the continued operation of the social service network in downtown where agencies are well-served by transit and may be more readily accessed by the populations they serve.

3.1f. Recreation

Support the continued enhancement and expansion of recreational amenities that celebrate downtown's riverfront setting and centralized location within the region, are tailored to more urban neighborhood context, and contribute to the enjoyment and quality of life of residents and visitors.

3.1g. Arts and Culture

Strengthen downtown's role as the region's center for culture and arts by enhancing and promoting arts, culture, heritage, history, and historic preservation.

Goal 3.2: Enhance public safety and create inviting streets and public places for people.

3.2a. Public Safety

Continue to collaborate with downtown stakeholders, residents, and social service and government agencies to contain nuisance behaviors, connect homeless populations and others in need to available services, increase lighting levels, ensure streets and public spaces are clean and well-maintained, and address public safety concerns—both real and perceived.

3.2b. Public Spaces

Continue to enhance existing pedestrian plazas, pocket parks, outdoor seating, and other public [gathering and event](#) spaces that increase year-round activity; ~~expand recreational access to the Truckee River opportunities;~~ [increase opportunities for, and the visibility of public art; improve access and public safety;](#) and provide for the enjoyment of downtown residents, visitors, and workers.

3.2c. Pedestrian Realm

Design streets and other public spaces with the comfort and enjoyment of pedestrians in mind. Enhance streetscapes through the incorporation of generous walkways, [prominent building entries, transparent storefronts,](#) outdoor dining, seating, street trees, awnings, [decorative](#) lighting, public art, bike racks, and other distinctive urban design elements—particularly on streets where concentrations of pedestrian activity are desired (i.e., Sierra Street, Virginia Street, and Center Street).

3.2d. Truckee River

[Continue to improve views of and pedestrian, bicycle, and boating/paddling access to and along the Truckee River as it travels through downtown. Ensure future public improvements and/or development along the river do not impact the natural functions or quality of the river, and are designed to mitigate hazards associated with periodic flooding.](#)



Goal 3.3: Promote the continued revitalization of the downtown economy and built environment.

3.3a. Diversification of Downtown Economic Base

Continue to support the diversification of the downtown economic base through:

- Creation of an “Innovation District” to strengthen the linkage between downtown, UNR, and the 4th Street Corridor;
- Creation of a new partnership with UNR and regional business to support downtown investment;
- Support for local investment incentives, workforce training, and other strategies to support new business development downtown; and
- Other strategies as defined by the *Downtown Action Plan*.

3.3b. [Tourism, Arts, and Entertainment](#)

Continue to support casinos as a core component of the city's tourism industry and the Downtown Entertainment District, while seeking to broaden the range of tourism, [arts](#), and entertainment-oriented uses that appeal to a more diverse demographic.

3.3c. University Linkages

Proactively seek opportunities to collaborate with UNR, RTC, and other partners on efforts to strengthen both physical and symbolic linkages between the UNR campus and downtown. [Prioritize efforts identified as part of the *Downtown Action Plan*, which include ~~through~~ transit enhancements, joint development efforts, the creation of an active, mixed-use University District, and ~~other~~ \[related\]\(#\) activities.](#)

3.3d. Blighted and Underutilized Properties

Work with property owners to improve blighted and underutilized properties (including surface parking lots [and signs](#)) through increased enforcement/regulation, incentives, and use of available redevelopment tools.

3.3e. Historic Preservation

Encourage the adaptive reuse and rehabilitation of historic structures as a key component of an overall reinvestment and revitalization strategy for downtown. [For structures listed on the City's Register of Historic Places, support relocation in lieu of demolition when reuse is not deemed feasible.](#)

Goal 3.4: Strengthen multi-modal connections to and within Downtown Reno.

3.4a. Transportation Options

Support educational campaigns designed to increase awareness and usage of alternative transportation options— such as bus, bike, car sharing, or van pooling—when traveling to or from downtown. [Avoid vacating streets or rights of way without a thorough review of traffic impacts and accommodations to maintain pedestrian and bicycle connectivity through the site.](#)

3.4b. Parking

Improve the function and utilization of existing public parking facilities in downtown and the overall user experience associated with these facilities. Evaluate future public parking needs based on location, cost, current use, and demand.

3.4c. Transit and Rail Service

Continue to collaborate with RTC, UNR, and others on the ~~incremental~~ expansion of transit service and ridership to and within downtown, and with AMTRAK to support passenger rail service to and from Downtown Reno and other major cities.

3.4d. Pedestrian and Bicycle Network

Continue to enhance bicycle and pedestrian connections and infrastructure throughout downtown with an emphasis on improving connections to UNR, the Truckee River trail, and adjacent neighborhoods.

3.4e. Wayfinding

Incorporate wayfinding signage and other branded elements to facilitate ease of access to public parking, transit facilities, and major destinations throughout downtown.



GP 4: VIBRANT NEIGHBORHOODS & CENTERS

Much of the vacant residential land that is available in Reno is designated for single-family housing development. While this housing type has long been the predominant option available in Reno—and residents have continued to express a preference for single-family homes—other options should be explored to meet the changing needs of the community and to diversify the housing portfolio. For example, an increasing senior population generally correlates with an increased demand for low maintenance, single-level-living residential units with internal community space, typically found in condominiums, apartments, and senior living communities. Alternative housing types may also be desirable from a services perspective, as attached housing types tend to be more efficient to serve than low-density single-family developments. Sustainability is also a consideration, as dense housing options generally use less water and energy than single-family homes and tend to be more cost effective to service with public transit.

Regardless of whether they favored infill or greenfield development, residents expressed a preference for homes in neighborhoods that are located close to local shopping and dining options, with access to outdoor activities and other amenities, and that have a variety of housing types to break-up the visual feel and experience of a neighborhood.

Many residents have suggested a stronger focus on infill development is needed. In fact, the city has had policies, regulations, and incentives in place for nearly 15 years that seek to direct higher density infill and redevelopment within designated centers and TOD corridors where it can be served by transit. While many residents expressed support for infill and redevelopment and the centers and corridors concept, most also indicated it needed to be applied in a more focused way.



PHOTO CREDIT: CLARION ASSOCIATES

LOOKING TO THE FUTURE

In both infill and greenfield locations, the city will actively encourage the development of more diverse neighborhoods that are served by vibrant mixed-use centers. Neighborhoods will be encouraged to incorporate distinguishing features and pedestrian-oriented characteristics that create a sense of place and community for residents. Opportunities to increase average densities and accommodate a broader mix of uses will be supported as a means to expand housing options near existing and future transit, increase the diversity of lifestyle options that are available to residents, and reduce the fiscal impacts of new development.



HOW WILL WE GET THERE?

Goal 4.1: Encourage a diverse mix of housing options to meet the needs of existing and future residents of all ages, abilities, and income levels.

4.1a. Housing Options

Monitor and periodically update the *Future Land Use Plan* to ensure the city has an adequate supply of land designated for a wide variety of housing types based on demand.

4.1b. Geographic Diversity

Ensure that the *Future Land Use Plan* accommodates a mixture of housing types and sizes in all quadrants of the city: —attached, detached, and at varying densities and price points.

4.1c. Affordable and Workforce Housing Strategy

Develop a broad housing strategy to facilitate and incentivize the creation of affordable housing units for low income residents and attainable housing for the city's workforce. Update the strategy periodically to address changing needs.

4.1d. Affordable and Workforce Housing

Incentives Encourage the development of affordable and workforce housing by providing incentives for projects that provide units affordable to income levels identified in the housing strategy. Where feasible, promote green building practices to provide further health benefits and lower energy costs.

4.1e. Affordable and Workforce Housing Retention

Support the preservation and rehabilitation of existing subsidized affordable and workforce housing units through use of incentives and grant funding. Discourage the demolition or conversion of sound, affordable housing stock.

4.1f. Universal Design

Promote developments and rehabilitation programs ~~which that are expand housing options that are accessible to seniors and persons with disabilities, including but not limited to, for low income and affordable senior housing, through the use of universal design and visitability principles, which are accessible to persons with disabilities.~~

4.1g. Regional Housing Initiatives

Work cooperatively with the City of Sparks and Washoe County and other partners to pursue regional efficiency in all matters related to affordable housing:

- Pursuing funding regionally at all levels;
- Publicizing and marketing affordable housing opportunities throughout the region, including rehabilitation and funding; and
- Working to preserve viable affordable housing stock and ensure long-term affordability for new units built with financial assistance.

4.1h. Affordable Housing Trust Fund

Continue work with other jurisdictions in the region to support the state Affordable Housing Trust Fund used for the development of affordable housing throughout the city. Work to preserve the existing viable affordable housing stock and ensure long-term affordability for new units built with financial assistance.

Goal 4.2: Promote the development of new neighborhoods that offer a range of lifestyle options and amenities that meet the short- and long-term needs of the community.

4.2a. Housing Options within Projects

~~Require Strongly encourage~~ Provide promote a mixture of housing types (i.e. product types, unit sizes, and price points) in large development applications seeking master plan amendments and/or planned unit development approval, to provide a mixture of housing types (i.e. product types, unit sizes, and price points).

4.2b. Multi-Generational Housing

Encourage a range of housing options in neighborhoods where transit service exists or is planned to accommodate multi-generational needs and increase the ability of residents to age in place.



4.2c. Innovative Design

Encourage creativity, flexibility, and innovation in the design and construction of new developments and neighborhoods to adapt to unique site conditions, changing demographics, and market demand. [Support the implementation of new housing or neighborhood concepts that help advance the goals and policies of this master plan \(e.g., co-housing, integration of shared gardens or agriculture land\).](#)

4.2d. Community Amenities

Encourage the integration of recreational amenities, community gardens, meeting rooms, [public art](#), and other amenities that promote an engaged community and facilitate active and healthy lifestyles.

4.2e. Neighborhood Connections

Connect new and existing neighborhoods together with features such as sidewalks, trails, parks, schools, [community gardens](#), and other gathering spaces to provide opportunities for interaction and strengthen sense of community.

Goal 4.3: Support continued investment in and ongoing maintenance of infrastructure and amenities in established neighborhoods.

4.3a. Retention of Existing Housing Stock

Encourage ongoing maintenance and promote reinvestment and improvements in established neighborhoods for both owner- and renter-occupied units. Work with property owners, residents, Neighborhood Advisory Boards, and non-profit organizations as appropriate to bring substandard housing and vacant lots into compliance with city codes, improve the energy efficiency of older homes, and improve overall conditions.

4.3b. Infill and Redevelopment

Encourage targeted infill and redevelopment, consistent with the *Future Land Use Plan* and the *Design Principles for Neighborhoods* to expand housing options within established neighborhoods.

4.3c. Park and Facility Maintenance

Regularly maintain existing parks and other public facilities in established neighborhoods, and periodically monitor usage and issues over time to address changing demands and needs.

4.3d. Code Enforcement

Proactively monitor established neighborhoods for public health, code enforcement, and safety violations in accordance with the International Property Maintenance Code and other codes and ordinances as adopted by the city.

4.3e. Infrastructure Improvements

Prioritize infrastructure improvements, such as traffic calming enhancements, sidewalk repairs, bikeways, street tree plantings, or others that will improve safety and quality of life for neighborhood residents based on documented deficiencies.

4.3f. Neighborhood Gathering Places

Support the adaptive reuse of schools and other large institutional facilities within neighborhoods to compatible uses (or to include compatible) uses such as community centers or places of worship, to retain their roles as neighborhood gathering spaces.

4.3g. Neighborhood Partnerships

Foster partnerships with the Neighborhood Advisory Boards and residents to identify specific needs, develop and implement pilot projects (i.e., creating temporary park spaces through tactical urbanism) and volunteer initiatives, make neighborhood improvements, and otherwise build capacity in individual neighborhoods.

4.3h. Involuntary Displacement

~~Develop~~ [Explore opportunities programs](#), within the [affordable and workforce strategic](#) housing strategy, [to partner across agencies on strategies](#) that help ~~to prevent~~ [mitigate or prevent](#) displacement of households in neighborhoods [experiencing](#) ~~undergoing high rates of displacement due to~~ increased housing costs and development.

4.3i. Home Ownership Retention

Support and fund programs that aid in the upkeep and maintenance of homes for lower income households and seniors.



Goal 4.4: Encourage the creation of walkable community/neighborhood centers that provide a variety of services and amenities.

4.4a. Walkable Centers

Support the development of walkable community/ neighborhood centers that provide a variety of services and amenities to the immediate area, [expand housing options, and/or provide live-work opportunities](#). Centers will vary in size, type, and location, as defined by the *Design Principles for Community/Neighborhood Centers*.

4.4b. New Community/Neighborhood Centers

Support the integration of mixed-use community/ neighborhood centers as part of new neighborhoods to allow residents to meet the daily needs of residents, in accordance with the *Design Principles for Community/ Neighborhood Centers* and the *Criteria for Siting Community/Neighborhood Centers*.

4.4c. Revitalization of Existing Centers

Support the continued revitalization of and reinvestment in established community/neighborhood centers. Reinforce the character-defining features of each center and address potential impacts on surrounding neighborhoods through the application of the *Design Principles for Community/ Neighborhood Centers* as plans and proposals for infrastructure improvements, parking, infill/redevelopment, and other investments are developed and considered.

4.4d. Mix of Uses

Support a mix of uses as part of community/neighborhood centers that reflects needs of adjoining residents and the characteristics of individual neighborhoods, including, but not limited to: retail, office, entertainment, schools, libraries, community gardens [or urban farms](#), [public art](#), plazas, parks, recreation amenities, transit facilities, and other community gathering spaces [and amenities](#).

4.4e. Density/Intensity

Encourage the transition of low-intensity or otherwise obsolete, single use centers to higher intensity, mixed- use centers over time. Place a particular emphasis on revitalization strategies that will expand housing options and available services within the immediate neighborhood.

4.4f. Multi-Modal Hubs

Design new [community/neighborhood](#) centers and rehabilitate existing centers to facilitate safe and convenient pedestrian and bicycle access to and from surrounding areas. Incorporate transit stops and other multi-modal facilities in community/neighborhood centers where regular transit service exists or is planned.

Goal 4.5: Encourage pedestrian and bicycle connections as part of new development and integrate into established neighborhoods.

4.5a. Connectivity and Access

Promote safe, clear, and direct pedestrian and bicycle connections within neighborhoods, as well as to adjacent trails, greenways [or other publicly accessible drainageways](#), open space areas, schools, parks, neighborhood centers, employment centers, and to the broader regional system.

4.5b. Missing Links

Prioritize sidewalk and trail improvements that complete gaps or “missing links” between existing neighborhoods and other community destinations such as schools, transit stops, neighborhood centers, parks, public open space, and trail heads.



GP 5: WELL-CONNECTED CITY & REGION

Reno’s residents value the ease with which they can travel around the city and the fact that most destinations in the city and region can be reached in 20 minutes or less. However, as the region’s roadways reach and exceed their designed-for capacities, traffic and congestion are becoming larger issues. In addition, population growth and changing commuting patterns could exacerbate these trends—already workers in the city have seen their average commute times increase over the past 15 years. In response, the Regional Transportation Commission of Washoe County (RTC) has shifted its focus to providing more public transit service in the region, and both RTC and the City of Reno have invested in new bike lanes and sidewalks in order to increase connectivity between destinations within the city and promote greater use of alternative modes of transportation. While most residents still choose to drive for most daily trips, demand for infrastructure that supports alternative modes of travel—such as walking, bicycling, and taking transit—is growing. Mobility is also an issue for older residents—a growing percentage of the population—who are no longer able to drive cars, but still need to access services and move around the city.

Balancing the need to maintain existing transportation facilities with the need to invest in new facilities is an ongoing challenge at the local, state, and federal level due to limited funding for transportation projects. Available funding will not be enough to address all of the region’s needs and will require careful consideration of priorities and potential trade-offs associated with future investment in transportation facilities. In addition, recent innovations in technology have made the prospect of driverless cars and other autonomous vehicles a possibility within the 20-year planning horizon of the master plan, and the Reno region is home to a number of companies focused on technological innovations in transportation. The timing and magnitude of the impacts of such technological advancements on transportation systems remain uncertain, but present a tremendous opportunity for Reno to be a leader and innovator in this area.



LOOKING TO THE FUTURE

Reno will continue to collaborate with [the Regional Transportation Commission \(RTC\)](#), the Nevada Department of Transportation (NDOT), and other regional partners on targeted investments in new and existing infrastructure to address priorities for transportation and help the city maintain its status as a “20-minute town.” This will require an emphasis on the efficient use of existing transportation facilities, improved access for all modes of travel (auto, bike, pedestrians, and transit), and an integrated approach to land use and transportation. Improving pedestrian and bicycle connectivity and filling “gaps” in the system will be a key consideration in the design of new neighborhoods and the retrofitting of established neighborhoods and commercial areas. Higher intensity, walkable development will continue to be encouraged in areas where it can be readily served by existing or future transit. The city will also seek to leverage Reno’s rail and airport access, and become a leader in preparing for—or even supporting—emerging technologies from both a transportation and economic development perspective.



HOW WILL WE GET THERE?

Goal 5.1: Continue to develop a balanced, well-connected transportation system that enhances mobility for all modes.

5.1a. Balanced Modes

Consider and strive to balance the needs of all transportation modes—driving, bicycling, walking, and taking transit—in day-to-day planning, development review, and decision-making within the city.

5.1b. Regional Transportation Plan

Actively participate in periodic updates to the *Regional Transportation Plan* and Transportation Improvement Program to ensure the plans are responsive to city needs and the guiding principles, goals, and policies of the master plan. Collaborate with

~~the Regional Transportation~~

~~Commission (RTC)~~, the City of Sparks, and Washoe County on the implementation of these plans, as amended.

5.1c. Bicycle and Pedestrian Plan

Collaborate with RTC and the City of Sparks on the implementation of and periodic updates to the *Reno Sparks Bicycle & Pedestrian Plan*. Continue to prioritize projects designed to address “missing links” in the system and improve the accessibility of underserved neighborhoods.

5.1d. Complete Streets Master Plan

Collaborate with RTC and other regional stakeholders on the implementation of and periodic updates to the *Complete Streets Plan*.

5.1e. Public Transportation

Support a robust public transportation system that includes rapid transit, local transit, paratransit, park and rides, and other elements that collectively provide timely, efficient service to and between major destinations throughout the city and region.

5.1f. Funding

Continue with bond projects, Redevelopment Agency projects and other publicly funded programs to rectify existing deficiencies in the transportation system.

5.1g. Right-of-Way Preservation

Require dedication of all right of way necessary to implement multi-modal transportation system improvements as a condition of approval for new development as allowed under the Regional Road Impact Fee Program.

Goal 5.2: Actively manage transportation systems and infrastructure to improve reliability, efficiency, and safety.

5.2a. Traffic Operations

Continue to work with the City of Sparks, Washoe County, ~~the Regional Transportation Commission (RTC)~~, and ~~the Nevada Department of Transportation (NDOT)~~ on the implementation of the multi-jurisdictional Traffic Management System, participating in efforts to conduct annual traffic counting programs; annual signal re-timing; and regional cooperation on traffic operations to include incidents, construction, freeways, signals, message signs, and video observation.

5.2b. Transportation Demand Management

Support the adoption of transportation demand management programs and traffic control measures among businesses and employers which are substantial generators or attractors of traffic in order to reduce trip generation, traffic congestion, and air quality impacts.

5.2c. System Maintenance

Maintain the quality and safety of the city's transportation system by prioritizing maintenance and repair needs for all modes and correction of existing deficiencies.

5.2d. Roadway Design and Classification

Consider the following when classifying, reclassifying, widening, or building roadways:

- Established pedestrian patterns;
- Access to schools and parks;
- Needs and desires of residents;
- Opportunities to integrate multi-modal facilities; ~~and~~
- Opportunities to increase safety and efficiency of Roadways; and
- Opportunities to incorporate public art.



5.2e. Coordinated Improvements

Continue to seek opportunities to complete sewer upgrades and street improvements concurrently to minimize construction impacts on adjacent residents and businesses and promote the efficient use of available resources.

5.2f. Access Management

Access and circulation should minimize impacts on adjoining roads, existing residential neighborhoods, and environmental and cultural resources.

5.2g. Rail Crossings

Promote development in a manner that reduces the need for designated quiet areas in proximity to rail crossings.

5.2h. Traffic Calming

Encourage the use of physical traffic calming measures such as roundabouts, chokers, and speed undulations in residential areas to reduce speeds, maintain the integrity and character of neighborhoods, and discourage through traffic.

5.2i. Safe Routes to School

Reduce vehicular congestion in school zones and enhance transit, bicycle, and pedestrian connections to and from schools by:

- Requiring tentative map applications to document, where applicable, a “Safe Route to School” plan, clearly showing the recommended pedestrian and bicycle routes to school.
- Ensuring that elementary and middle school sites are located in such a manner that will prevent the need for a new speed controlled school zones on arterial roadways identified in the adopted *Regional Transportation Plan*, as amended.
- Encouraging programs that seek to enhance transit, bicycle, and pedestrian connections to and from existing schools.
- Locating new schools not served by school buses in proximity to public transit service and in areas where bicycle routes and student pick-up and drop-off can be accommodated.

Goal 5.3: Facilitate the movement of goods and services throughout the region via truck, air, and rail.

5.3a. Airports

Support policies that protect the safe and efficient operation of the Reno-Tahoe International Airport and Reno-Stead Airport.

5.3b. Airport Encroachment

Avoid development in airport ~~encroachment zones~~ critical flight path areas that poses immediate or long-term risks to flight safety or building occupants, such as tall buildings, excessive reflectivity or lighting, landscaping that attracts wildlife, wind turbines, landfills, and residential or high-occupancy uses.

5.3c. Airport Noise

Ensure that development impacted by noise from airport activities is mitigated.

- Guide noise sensitive development away from critical approach zones, ~~and~~ utilize construction methods to attenuate noise ~~areas subject to noise levels of 65 dB-Ldn~~ based on current noise contours, and support the continuation of the Airport Authority’s program of noise abatement measures.
- Maintain an airport overlay zone which addresses land use compatibility for properties subject to noise ~~levels~~ exposure from airport activities based on current noise contours of 65 dB-Ldn or greater from airport activities.

5.3d. Rail Lines

Continue to pursue opportunities to enhance the city’s role in the national freight system and leverage its position as a goods distribution center for the nation.

5.3e. Truck Traffic

Continue to enforce truck route designations and regulations as described in Section 6.14 of the Reno Municipal Code. Assist in the relief of peak hour traffic congestion by limiting the hours of operation for heavy trucks on certain city streets and allow truck traffic in residential area and the downtown core only when necessary to serve local residents or businesses.



Goal 5.4: Encourage the use of transit, car or van pools, bicycling, walking, and other forms of alternative transportation.

5.3a. Trip-Reduction Programs

Support and increase awareness of programs that encourage use of alternative forms of transportation and would result in decreased vehicle trips and miles traveled within the city, such as, but not limited to:

- Carpooling and alternative work schedules for City of Reno employees;
- The Regional Transportation Commission's Smart Trips program, which includes a rideshare program and on-line database for persons looking for rideshare partners, as well as a vanpool program;
- Tailored trip-reduction strategies developed in partnership with major employers or other uses that are substantial generators or attractors of traffic.

5.4b. Transit Coverage

Support efforts by the Regional Transportation Commission to periodically enhance, redistribute, and/or expand service hours, coverage, and frequency to better serve and connect centers and other destinations in Reno with the surrounding region.

5.4c. Transit-Oriented/Transit-Supportive Development

Prioritize transit-oriented development in regional and employment centers, along urban corridors and in other locations that are currently served by or are planned to be served by high-frequency transit service (i.e., peak hour headways of 15 minutes or less) and/or fixed-route transit (i.e., bus rapid transit). Continue to encourage transit-supportive development in more remote employment centers, suburban corridors, and other locations that are currently served by high-frequency transit during peak hours.

5.4d. First and Last Mile Connections

Prioritize pedestrian and bicycle improvements in areas where high frequency transit service exists to provide safe and continuous routes to between transit stops and adjacent uses and increase the accessibility of the service.

5.4e. Bikeways and Supporting Facilities

Encourage bikeways as part of a coordinated trip reduction program. Encourage the integration of bicycle parking, lockers and shower facilities, and other facilities as part of new development/redevelopment to encourage the use of bicycles for commuting.



Goal 5.5: Anticipate and plan for the implications and opportunities associated with connected vehicles, autonomous vehicles (AVs), and the expected transition from personal car ownership to mobility-as-a-service.

5.5a. Prepare for an Automated Future

Continue to monitor research and best practices related to the short and long-term impacts of self-driving cars and other technological advances, such as autonomous logistics, on the city's road network and parking facilities as new information becomes available. Explore strategies for collecting, storing, analyzing, sharing, and monitoring transportation technology data could help inform and support the implementation of technological advances.

5.5b. Transportation Infrastructure

Explore opportunities to implement best practices in parking and infrastructure regulation and design that consider physical impacts and transportation network impacts of connected vehicles, AVs, and transportation network companies (TNCs).

5.5c. Partnerships

Explore partnerships with RTC, UNR, [TMCC](#), and other public entities and private companies to research, develop, and support emerging innovative technologies.



GP 6: SAFE, HEALTHY, AND INCLUSIVE COMMUNITY

In recent years, the City of Reno has seen a decrease in crimes and an increase in public perceptions of safety. However, concerns remain about drugs, gangs, and theft, as well as panhandling and graffiti in certain areas of the city. Public safety considerations also include emergency preparedness, [the](#) ability of the city to [plan for and](#) mitigate risks associated with natural and man-made hazards, and recover quickly from unexpected events. The city, in collaboration with partners in the region, recently updated its hazard mitigation plan and is involved in a number of mitigation projects such as the recent Virginia Street Bridge flood control project.

While the population of Washoe County is generally in good health, over half the region is considered overweight or obese and the majority of residents do not engage in the recommended amount of physical activity. Access to health providers and services is also a growing concern. In addition, Reno suffers periods of impaired air quality, creating health risks for residents. Other health considerations include chronic disease, hunger, and community food security, issues for which the Washoe County Health District has been working with the community to promote awareness and to address. Increasing access to local and healthy foods in general is of interest to some residents.

The population of the city is changing. While Reno's median age is becoming younger, the percentage of Reno residents over the age of 65 is expected to grow at more than twice the rate of the population as a whole, and the city is also becoming more ethnically diverse. Many residents noted they appreciated Reno's diversity in terms of age, ethnicity, income, outlook, and sexual orientation, but expressed a desire for more inclusivity, cultural awareness, and appreciation of different backgrounds.



#RENOLENS
PHOTO CREDIT: NEIL LOCKHART

LOOKING TO THE FUTURE

Reno will continue to place a high priority on ~~ensuring~~ the safety of residents and work with regional partners to ensure residents are well-informed about the potential risks the community faces from natural hazards; planning to mitigate and reduce the impacts of future events—such as drought and flooding; and ~~actively are prepared to withstand future emergencies~~ seeking ways to become more resilient in the face of climate change. The city will also collaborate with local and regional partners to meet the needs of an increasingly diverse population—holding more cultural events, supporting community health initiatives, promoting affordable and accessible housing options, increasing youth engagement, providing more targeted services for marginalized populations, and ensuring all residents have access to quality schools and lifelong learning opportunities.



HOW WILL WE GET THERE?

Goal 6.1: Provide high-quality community safety and emergency response services.

6.1 a. Fire Protection

Provide fire protection services in as efficient a manner as possible by:

- Locating new fire stations to improve fire protection services to those areas of the city which are inadequately protected based on the standards and criteria set forth in the master plan;
- Encouraging the installation of sprinkler systems in new single family units, especially outside or on the edge of fire service areas as a means to reduce the cost of building, operating and maintaining new fire stations;
- Exploring the feasibility of using alternative land use designations or development intensities, private fire protection measures, relocation of existing stations, or modification to personnel and apparatus, as an alternative to constructing a new fire station prior to approving any new fire station;
- Requiring new development to identify and fund options so that fire and EMS service meeting service standards can be provided once development outside service areas reaches the rural density threshold according to the *Regional Standards of Cover*. New development must utilize mitigation mechanisms, such as sprinklers in single family homes and temporary fire/EMS stations, for new development occurring outside fire service areas until new facilities are built and operating;
- Not permitting new development in areas outside of existing fire service areas that reach the urban density threshold, according to the *Regional Standards of Cover*, until a permanent fire station is operational;
- Restricting new development outside of existing fire service areas to rural density or below, according to the *Regional Standards of Cover*, in areas that will not reach minimum thresholds of development to operate a new fire station without creating a fiscal burden;
- Exploring mechanisms to require new development to contribute the capital cost of providing service outside of existing fire service areas; and
- Pursuing other innovative approaches as appropriate.

6.1 b. Fire and Medical Emergency Response Times

Utilize station distribution, interlocal agreements, and private fire protection measures to ensure all residents and properties are provided with suitable fire protection in accordance with the performance improvement goals set forth in the *Regional Standards of Cover*, as amended.

The city strives for response times as follows but response times of four to six minutes can be suitable for most types of residential or commercial services consistent with first due performance objectives set forth in the *Regional Standards of Cover*, as amended:

- **Urban areas:** First fire department response unit will arrive at a fire emergency or medical emergency within four minutes 30 seconds from time of dispatch 85 percent of the time.
- **Suburban areas:** First fire department response unit will arrive at a fire emergency or medical emergency within six minutes 30 seconds from time of dispatch 85 percent of the time.

6.1 c. Police Protection

Provide police facilities and evaluate facility needs associated with proposed development in accordance with the concurrency management requirements of this master plan (See *Growth & Reinvestment Framework*—forthcoming—for a summary of concurrency options):

- Tailor patrol methods, station locations, and response approaches to different needs and areas of the community, recognizing that it may be necessary to add, expand, or relocate facilities as land use patterns change over time.
- New development should identify and fund options so that concurrency will be met before occupancy of each structure. If it is determined that public facility standards cannot be mitigated through concurrency options, then the identified police facility should be operational before occupancy of a proposed structure.



6.1d. Emergency Medical Services

Continue to work cooperatively with the Regional Emergency Medical Services Authority (REMSA) to conjunctively provide paramedic ambulance and emergency medical helicopter services in the city.

6.1e. Emergency Response and Management

Continue partnerships with Washoe County, City of Sparks, and other regional partners in responding to emergencies and disasters. This includes planning efforts such as the Local Emergency Planning Committee (LEPC).

6.1f. Adoption of New Technologies

Evaluate and adopt, as appropriate, new techniques and technologies that allow safety and emergency providers to improve the efficiency of delivery or quality of safety or emergency services, communicate with residents and businesses, and/or further other goals or objectives of providers.

6.1g. Community Engagement

Encourage proactive involvement of the community in safety [and emergency preparedness](#) matters, including cooperation with law enforcement personnel, neighborhood watches, and other grassroots efforts. Foster partnerships with the school district, community groups, and other safety providers to establish coordinated approaches to enhancing community safety.

Goal 6.2: ~~Minimize risks to lives, property, and infrastructure due to natural disasters and other natural or man-made hazards.~~ [Promote a safe and more resilient community.](#)

6.2a. Integrated Planning and Decision-Making

Integrate hazard mitigation [and resilience](#) considerations into the plan and development review process [and as part of available mapping](#) to increase awareness of the associated risks and costs, and to promote informed decision making when development is proposed for consideration in high risk areas. Discourage [or mitigate](#) development in areas recognized to be at risk from natural or man-made hazards as described in this section.

6.2b. Regional Mitigation Planning

Participate in the implementation of and periodic updates to the *Washoe County Regional Hazard Mitigation Plan* and collaborate with regional partners to assess climate risk and vulnerabilities and identify areas of increased burden for vulnerable populations.

6.2c. Wildland-Urban Interface (WUI)

Ensure compliance with state fire marshal wildland urban interface standards and increase awareness of the risks associated with living in the wildland urban interface by educating residents and property owners about steps they can take to protect their property and create a safer environment for firefighters in the event of a wildfire.

6.2d. Wildfire Risk Reduction

Work collaboratively with Washoe County, the Bureau of Land Management, the U.S. Forest Service, and other partners to develop and implement management plans for lands surrounding the city to minimize fire hazards and risks [that could be worsened - due to more intense drought cycles, a decline in forest health, and other impacts of climate change.](#)

6.2e. Flood Management

Encourage the use of non-structural solutions for flood control. Prohibit fill for development in floodplains and drainageways unless it is demonstrated that:

- Flood elevations will not be increased;
- Hazards to other properties in the basin will not result; and
- Fill or associated modifications to drainage patterns will not negatively impact wetlands.

[Periodically adopt updated flood mapping in coordination with FEMA to reflect potential changes to the city's flood hazard boundaries over time.](#)



6.2f. Geologic Hazards

Properly address and mitigate development located on geologically hazardous properties. When such development does occur, ensure that proper studies, mitigation actions, and site design are used to reduce risks to life and property.

~~Considerations and approaches will vary by geologic hazard, and include:~~

~~Liquefaction: areas subject to liquefaction may require special engineering for subsurface drainage and stabilizing fill in order to construct a suitable building pad.~~

~~Debris flows: properties below the apex of an alluvial fan should be preceded by a geotechnical investigation of the site, including an evaluation of surface drainage patterns and potential for mass wasting upslope.~~

~~Diatomaceous soils: particular care should be given to the timing of construction, phased grading, removal of vegetation, dust control, and permanent cover or stabilization of areas of diatomaceous earth in order to prevent, to the extent possible, negative health and air quality impacts created by airborne particles.~~

6.2g. Hazardous Materials

Work with state and federal regulators to minimize ~~the~~ potential risks to people or the natural environment associated with the transport of hazardous materials through the city via rail or truck. Work with railroad operators in planning new lines and spurs and discourage new railroad lines and spurs through residential areas.

6.2h. Drinking Water Contamination

Ensure water utilities have sufficient capacity to continue providing drinking water to customers during a water quality emergency affecting the Truckee River or another source of public drinking water.

6.2h. Emergency Preparedness

Improve public awareness of natural and man-made hazards in general and at specific high-risk locations; and provide information about measures the public can use to protect themselves, their property, and the community.

6.2i. Resiliency of Infrastructure and Facilities

Develop mitigation strategies, redundancies, and back-up systems, or consider relocation of city infrastructure and facilities located in high-hazard areas. Where relocation and redundancies are not feasible, seek to upgrade existing and build new infrastructure and facilities designed to withstand a greater degree of stress or damage. Work with regional service and utility providers to ensure their infrastructure and facilities are protected as well.

6.2j. Seismic Risk

Improve public awareness of seismic risk in the Truckee Meadows as part of the city's hazard mapping. Encourage upgrades to existing structures or the incorporation of materials or construction techniques designed to improve the resiliency of future development in the event of future seismic activity where feasible.

Goal 6.3: Support active lifestyles among residents of all ages.

6.3a. Recreational Opportunities

Strive to provide access to active and passive recreation opportunities within walking distance of most homes or neighborhoods, based on the definitions and service level targets defined in the *Growth and Reinvestment Framework*. Recognize that needs vary based on location and not all neighborhoods will have the same level of access. Recreational opportunities should be tailored to suit the unique needs of different neighborhoods, as defined by the *Design Principles for Neighborhoods*.

6.3b. Programs and Offerings

Provide a variety of year-round community and recreational programs, offerings, and other amenities that support healthy and active lifestyles among residents of all ages, abilities, and backgrounds. Periodically review current programs and offerings to ensure they continue to meet needs of residents as the population changes over time. Collaborate with others, such as the school district, health and wellness organizations, and the medical community, to expand and increase awareness of programs and offerings.

6.3c. Education and Awareness

Collaborate with partners in the region to increase awareness of the benefits of active lifestyles and healthy living among residents of all ages and to provide information on ways in which they can lead more active and healthy lives.

6.3d. Active Living

Integrate active living considerations into the plan and development review process to encourage the creation of built environments that support active transportation (such as walking or bicycle travel). Such considerations should also be incorporated into the design of streets and other public spaces.

6.3e. Planned Unit Developments

Continue to ensure park and recreational amenities are planned for and constructed within planned unit developments (PUDs) or other master planned communities, and that shared maintenance agreements are in place.



6.3f. Parkland Retention

Retain developed, City-owned parks throughout the community for the primary purpose of active and passive recreation to the maximum extent feasible. Where alternative uses or possible disposal of an existing park must be considered to meet other community objectives (e.g. affordable housing) seek to provide an equivalent park space within the same quadrant of the city.



Goal 6.4: Encourage health and wellness through access, education, and prevention.

6.4a. Coordinated Approach

Collaborate with the Truckee Meadows Human Services Association, local human services providers and other funding bodies to:

- Provide a forum for sharing information and enhancing working relationships;
- Discourage duplication of services and programs within the region;
- Identify and fill gaps in health and human services;
- Help implement the strategies of the *Washoe County Community Health Improvement Plan*, as amended; and
- Understand how the city can best support the efforts of other organizations working in the region.

6.4b. Continuum of Services and Programs

Continue cooperative efforts to address issues related to homelessness, services to the elderly, youth, people with disabilities, and other vulnerable populations. Focus resources on a continuum of services and programs to assist residents with varying levels of need that address human conditions or issues before they develop into significant individual, family, and/or community issues—ranging from basic needs (food, shelter, clothing, transportation, and protection from abuse and neglect) to early intervention and prevention.

6.4c. Homeless Prevention

Develop a collaborative approach and strategy with regional partners to provide assistance and funding for homeless prevention programs and addressing chronic homeless populations.

6.4d. Education and Outreach

Work with local non profits, funding entities, schools, and community members to:

- Ensure that information regarding available services reaches those in need of human services; and
- Coordinate efforts to raise awareness of preventative health services available in the region and to encourage healthy and active lifestyles.

6.4e. Accessibility

Facilitate access to health and human services by:

- Encouraging the co-location of higher-density housing, senior housing, and assisted living facilities in close proximity to existing health and human service facilities, transit service, and other services;
- Working with RTC and health and human services providers to ensure affordable and accessible transportation options are available to seniors, people with disabilities, and other residents with specialized transportation needs with a particular focus on those that live within a reasonable distance to services and facilities;
- Encouraging the establishment of neighborhood-based service programs; and
- Collaborating with partners in the community and region to evaluate and address barriers to healthcare access.

6.4f. Funding Priorities

Participate in needs assessments with funding entities, human services providers and the community to aid in determining human service priorities. Emphasize needs identification, accountability, and effectiveness as priorities in making funding allocations.

6.4g. Monitoring

Monitor human service needs annually by use of population trend analysis, needs assessment analysis, citizen participation, and other means. Establish systems for measuring, monitoring, reporting changes in needs, outcomes, or efficacy of programs and services over time.



Goal 6.5: Increase the availability of and access to fresh, healthy, and local food.

6.5a. Local Food Production

~~Support~~ Allow community gardens, demonstration gardens, small-scale agriculture, community supported agriculture (CSA), the raising of some animals for food purposes, and other efforts by residents, property and business owners, and community groups to expand produce-food production within Reno and throughout the region. Explore the feasibility of integrating community gardens into parks, neighborhoods, or other locations where irrigation can be provided using existing facilities and a formal maintenance agreement can be established (i.e., with an HOA).

6.5b. Food Sales and Processing

~~Support the~~ Remove barriers to the sale-and, processing, and distribution of fresh, locally-grown foods at all scales ~~and expand opportunities to bring fresh, local foods directly to residents.~~

6.5c. Food Access

Coordinate with schools, food banks, local farmers, health and human service providers, and others in the region to expand access to healthy foods.

6.5d. Food Security

Work with regional partners on initiatives to increase awareness of available local, state, and federal food aid programs ~~and~~; improve the food security of local families/individuals; and build the resiliency of the region's food system.

6.5e. Education

Support educational opportunities that teach residents about healthy eating habits, nutrition, food production, gardening, and other related topics.

6.5f. Public/Private Partnerships

Identify and support public/private partnerships to finance innovation, development and adaptation of healthy food production methods that are sustainable and suited to the Northern Nevada climate and ecosystem.

6.5g. Working Lands

Support efforts by property and business owners to retain and continue to operate existing urban farms, as well as to use lands planned for other uses for food production where viable.

Goal 6.6: Foster a culture of inclusivity—embracing and respecting the diversity of Reno's residents.

6.6a. Community Events and Activities

Partner with community organizations, local businesses, and other groups to support events, programs, and other activities that recognize and celebrate the cultural diversity of residents.

6.6b. ~~Social Equity and Environmental Justice~~ Equitable Planning and Service Provision

~~Ensure plans and capital investments do not disproportionately burden certain neighborhoods, communities of color, low-income populations, and other under-served or under-represented groups over other groups in the community. Use plans and investments to address disproportionate burdens created through previous decisions or disparities that may exist in terms of access to services, public facilities, or community benefits. Encourage dialogue with under-served or under-represented groups or geographies when considering plans and decisions that affect them. Consider areas where there are disparities in access to services, public facilities, or other community benefits when prioritizing public investments.~~

6.6c. Cultural Diversity

Engage with the community to identify, preserve, and celebrate places, artworks, and landscapes ~~of historic and~~ cultural significance to the city's diverse population.

6.6d. Universal Design

Maintain focus on improving access to public facilities, businesses, and residences for use by individuals with physical or other disabilities through universal design. Strive to increase public awareness of the physical accessibility, educational and employment needs of disabled individuals in city policies and actions.



Goal 6.7: Advocate for a strong and successful education system, workforce training, and lifelong opportunities.

6.7a. Impacts of New Development

Coordinate with the school district to evaluate the impact on school enrollments and capacity when reviewing projects, development proposals, zoning changes, land use amendments, or in other decisions that could significantly increase school enrollments. Ensure that developers set aside school sites when planned unit developments are approved, as needed.

6.7b. School Funding

Support current and future efforts by the Washoe County School District to diversify and/or expand sources of revenue for the construction, operations, and/or maintenance of school facilities or for other purposes central to the school district's mission.

6.7c. Joint-Use Facilities

Pursue construction and joint-use development in new school facilities, and work with the school district, UNR, and other educational institutions to open existing buildings for community and recreational use (gymnasiums, community meeting rooms, sports fields, etc.) to the benefit of both the institution and the city.

6.7d. Lifelong Learning

Encourage the growth of educational institutions that provide opportunities for learning throughout all stages of life, including but not limited to early childhood education, primary and secondary institutions, vocational programs, enrichment classes, and online opportunities.

6.7e. Library System

Partner with the Washoe County Library System to plan for facility expansions, improvements, and new facility locations. Where possible, coordinate new facilities with other city or school district investments where the co-location of facilities could allow for operational or maintenance efficiencies.



GP 7: QUALITY PLACES & OUTDOOR RECREATION OPPORTUNITIES

Reno's residents value the city's sense of community. While the concept of community can mean different things to different people, Reno's sense of community is often described as "a small town feeling" or a "right-sized" community that is big enough to accommodate diversity and choices, yet small enough to feel comfortable. "Warm," "welcoming," "friendly," and "open" are all words used by residents to describe what they love about Reno.

Residents also value the city's location—particularly its proximity to the natural amenities of the Sierras, Lake Tahoe, the Truckee River, Pyramid Lake, and vast open spaces. The city's sense of place is influenced by these many assets, and serves as a base for countless outdoor activities that suit a variety of interests, such as snow sports, water sports, fishing, hiking, cycling, hunting, horseback riding, outdoor motor sports, bird watching, kayaking, and ballooning. Efforts to enhance pedestrian and bicycle access to public lands and other amenities that abut the city limits have been underway for nearly ten years as part of the city's *Open Space and Greenways Plan*.

Arts and culture also help define the city's sense of place. For years, Reno has been committed to public art and has recognized the important role of performing and visual arts in city life. In recent years, the visibility of the city's arts and culture scene has been elevated by the growing popularity of local events, as well as by the efforts of artists and art organizations in rejuvenating the city's established neighborhoods and downtown. Reno's residents value the city's heritage and many have worked to promote historic preservation efforts. In recent years, historic structures have been adapted for new uses while preserving their distinct character, such as the former downtown post office. A continued, thoughtful, and balanced approach to Reno's historic resources will be needed as the city seeks to increase infill and redevelopment.



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LOOKING TO THE FUTURE

In the face of forecast growth, it will be crucial that Reno sustain the high quality of life that residents currently enjoy. Indeed, this is one of the main reasons people are attracted to Reno and why they choose to call it home. The city will actively pursue opportunities to expand the existing parks and open space network and enhance pedestrian and bicycle connectivity within the city and to open spaces and public lands outside it. The city will continue to support arts and cultural activities, working in partnership with artists and art organizations to elevate the visibility and viability of ongoing efforts and to retain the presence of these individuals and groups as the community grows. Likewise, the city will continue to support historic preservation efforts throughout the community and to work with neighborhoods, property owners, and others to add more structures to the historic register and to develop the tools and incentives needed to protect these important assets that make Reno unique.



HOW WILL WE GET THERE?

Goal 7.1: Conserve and protect Reno's natural resources and environment.

7.1a. Air Quality

Support efforts to reduce air pollution from point sources as well as non-point sources, such as vehicle emissions and street sanding.

7.1b. Development Constrained Areas

Limit development on slopes of 30 percent or greater, significant water bodies, 404 wetlands, designated AE floodways, playas, and public lands and require 2:1 mitigation for encroachment.

7.1c. Environmentally-Sensitive Areas

Promote the protection and conservation of significant wildlife habitats, stream [and drainageway](#) environments, prominent ridgelines, [mature stands of trees](#), and other natural and scenic resources for purposes of wildlife survival, community education, research, recreation, and aesthetics.

7.1d. Hydrologic Resources

~~Recognize the importance of significant fish and wildlife habitats and~~ ~~Protect the~~ [quality and](#) functions of significant hydrologic resources and major drainageways ~~within the city's jurisdiction~~ by:

- Maintaining, preserving or enhancing the quality of the water in both the Truckee River and North Valleys basins;
- Strongly discouraging the channelization or degradation of natural drainage courses [and irrigation canals](#);
- Minimizing impact when channelization or other disturbance is deemed necessary by the city; ~~and~~
- ~~Working~~ [to mitigate the adverse effects of development and of non-point source pollution, particularly the impacts of septic systems](#);
- ~~Working~~ [Continuing to work with TMWA and other partners to address the protection of well-heads implement TMWA's Source Water Protection Program \(SWPP\) and its Wellhead Protection Plan \(WHPP\), and; and](#)
- [Ensuring other source water protection considerations as are included as part of the review of major developments.](#)

Hydrologic resources that are in immediate danger as a result of surrounding land use, development proposals or other human interference, should receive the highest level of protection through public acquisition, application of land use, and/or zoning controls.

7.1e. Major Drainageways

All major drainageways should be retained, protected, restored, and managed to:

- Provide for drainage of stormwater and natural attenuation of peak flows;
- Function as infiltration basins to allow for groundwater recharge;
- Protect and improve [surface and source](#) water quality;
- [Protect significant fish and wildlife habitats](#)
- Maintain or improve habitat for flora and fauna;
- Facilitate wildlife movement;
- [Maintain or enhance connectivity within and between neighborhoods](#);
- [Protect mature trees](#);
- Provide public access and recreational facilities where appropriate; and
- Reduce the need for the expenditure of public funds to address flood hazards, erosion, and channel degradation resulting from structural modifications or other alterations.

Specific requirements for major drainageways vary by type (natural versus constructed).

7.1f No Net Loss

Strive to achieve no net loss of wetlands, stream environments, playas, stream fed riparian and non-404 wetlands in terms of both acreage and value through:

- Designation of lands for resource or open space use;
- Avoidance of these areas; and/or
- Through on or off site mitigation of impacts.



Goal 7.2: Establish an interconnected network of open space ~~and~~ greenways and trails.

7.2a. Open Space ~~and~~ Greenways and Trails Network

Continue to pursue opportunities to acquire and retain as open space, trails, or greenways areas that support the implementation of an interconnected network within the urbanized area and that provides connections to other parts of the region.

7.2b. Truckee River Greenway

Actively acquire and retain a minimum of a 50 foot strip of property or easements on the banks of the Truckee River on either side. Maintain access through properties to the River for public use.

7.2c. Open Space Criteria

Identify, prioritize and protect as open space land within and surrounding the city's limits or sphere of influence using the following criteria:

- Areas that provide watershed functions including perennial streams, natural and man-made canals or drainageways, critical flood pools, areas in floodways and floodplains, stormwater storage, and groundwater recharge areas.
- Areas that provide wildlife habitat, including primary plant communities found in the area and corridors connecting large open space areas, especially those used for migration.
- Areas that support rare and sensitive plant communities, as defined by the Nevada Natural Heritage Program.
- Areas with existing development constraints, such as those with slopes greater than 30%.
- Acquisitions that would provide lesser-served neighborhoods with increased access to open space and recreational amenities.
- Areas that are cost-effective to acquire, have a willing seller/landowner, and provide other intangible benefits such as strong public support.

7.2d. Regional Connections Concepts

Continue to support the incremental implementation of an interconnected network of shared-use trails, bike lanes, local neighborhood paths, and other facilities.

7.2e. Greenway Criteria

Identify and prioritize potential trail, bikeway, and access improvements according to the following criteria:

- The presence of access points or trailheads, mapping, and signage that allow potential users to find a site, as well as adequate parking if the site is intended to serve users from outside the immediate neighborhood;
- Linkage of unconnected greenways;
- Consideration to the needs of a variety of user groups;
- Proximity of or ability to connect to regional centers, employment centers, neighborhood centers, or other community destinations;
- Ease of implementation based on cost, availability of land, and public support; and
- Equity projects that provide lesser-served neighborhoods with increased access and amenities should be given priority.

7.2f. Maintenance

Ensure standards and resources are in place to support continued maintenance of open space and greenways in advance of acquisition, accepting donations, or entering into agreements with private land owners.

7.2g. Regional Coordination

Coordinate with local, regional, state, and federal agencies and government entities to ensure the development of corridors that extend across jurisdictional boundaries.



Goal 7.3: Maintain access to public lands at the urban/rural interface.

7.3a. Urban/Periphery Connectivity

Establish linkages between open spaces and state/federal land at the perimeter of the city and urbanized areas through an interconnected system of greenways, trails, and bikeways.

7.3b. Access Points

Require new development adjacent to open space or public lands along the city's perimeter to maintain a buffer between the open space and development, as well as provide public access points to existing/planned trails. Acquire, relocate and/or protect from encroachment significant trails now enjoyed by residents.

7.3c. Federal Lands

Explore opportunities to acquire certain federal lands that are desired for open space through land exchanges or other means of acquisition to ensure their continued preservation as open space.

7.3d. Flexible Design

Encourage cluster development, flexible lot sizes, and other design innovations where such approaches would provide open space, protect sensitive environmental resources, scenic vistas, and/or protect cultural resources. To the extent possible, resulting open space should provide continuous and usable corridors that create links to existing and/or proposed open spaces, parks and trails.

Goal 7.4: Increase Reno's profile as a center of arts and culture.

7.4a. Role of Art

Recognize that art creates a more vibrant environment of distinction, ~~enjoyment~~[enjoyment](#), and pride for all citizens. Acknowledge art and creativity play a key role in enhancing Reno's "creative economy."

7.4b. Art in Public Places

Encourage the inclusion of public art within the community to stimulate the vitality and economy of the city and to enhance all public buildings and public spaces with works of art.

7.4c. Art in Private Development

Encourage the inclusion of art within private development where appropriate and consistent with the design principles for place types established in the *Structure Plan* to enhance character and identity in various areas of the city.

7.4d. Infill and Redevelopment Support

Encourage [development that supports creative activities such as live-work opportunities or creative mixed-use development](#) ~~arts organizations, artists, and other creative individuals to locate~~ in the city's priority locations for infill and redevelopment (see *policy 2.2a*) to support revitalization in established areas of the city.

7.4e. Reno Arts and Culture Commission

Support the Reno Arts and Culture Commission to:

- Continue to support the growth of artists and small arts organizations as businesses, and support iconic cultural institutions to sustain and grow Reno's economic and cultural vitality. Increase and enhance coordination, resource sharing, and partnership among artists and creative individuals, organizations institution and businesses.
- Increase philanthropic, public and citizen support and participation in artistic and creative activities in Reno.
- Continue to sustain and grow Reno's live music scene, festivals, theater, and other creative offerings.
- Encourage new and existing art forms, new approaches to the creation and presentation of art, and new ways of engaging the public including children and seniors through the arts.
- Expand access to affordable and functional studio, exhibition, performance, and office space for arts organizations, artists, and creative industry businesses.
- Strengthen the awareness and involvement of all citizens in the community's cultural life, both in heritage and in contemporary expressions.
- Establish the priorities necessary to achieve these goals in concert with representatives from the public and private sectors.



7.4f. Cultural Planning Efforts

Support the implementation of and periodic updates to the city's *Cultural Master Plan*, *Public Art Master Plan*, and other Reno Arts & Culture Commission planning efforts.

7.4g. Cultural Awareness

Collaborate with local and regional partners to communicate the extent and variety of arts in Reno and throughout the region to local residents, thereby increasing cultural awareness and pride. Create avenues for cultural variety and provide the opportunity for all groups to benefit from the cultural diversity present in Reno.

7.4h. Art Integration

Explore opportunities to utilize art to enhance city services and community priorities such as affordable housing, historic preservation, [education](#), streets and infrastructure, revitalization of blighted areas, and public safety.

7.4i. Economic Impact

Monitor and promote awareness of the economic impact of the arts within the city and region.

7.4j. Lifelong Learning

[Support the integration of activities and programming that increase access to arts education for residents of all ages as part of city-sponsored events and activities.](#)

Goal 7.5: Protect and preserve Reno's heritage and historic assets.

7.5a. Historic Resources Commission

Clarify the Historic Resources Commission's role as advisor to the City Council on matters relating to history, historic preservation and planning.

7.5b. Identification of Historic Properties

Identify, recognize, and increase historic resources by encouraging and incentivizing the addition of properties to the city, state, and national registers.

7.5c. Protection of Historic Resources

Reinforce the Commission's regulatory processes and its role as historic preservation advisor to the City Council.

7.5d. Education

Provide educational resources on historic preservation, the City Register of Historic Places, and methods for preserving historic structures.

7.5e. Economic Development and Heritage Preservation

Emphasize the economic benefits of historic preservation and its role in economic development, sustainability, and heritage tourism.

7.5f. Demolitions

[Encourage the preservation or adaptive reuse of historic resources on the City Register of Historic Places as part of future development to maintain integrity of historical context. Support relocation of these resources when reuse is not deemed feasible and in lieu of demolition.](#)

Goal 7.6: Improve the quality of the public realm (e.g., parks, public spaces, streets) through context-sensitive design, targeted investment, and regular maintenance.

7.5a. Context-Sensitive Design

Incorporate context-sensitive solutions into the design of parks, public spaces, and street improvements to reflect the needs of adjacent uses, incorporate or protect natural features, improve the efficiency of the transportation network, and/or establish a distinctive character.

7.6b. Maintenance

Maintain all parks and publicly-owned spaces at a level that ensures the safe use of the space for its intended use and contributes to the quality of the surrounding development context.

7.6c. Rehabilitation

Rehabilitate existing parks and other public spaces that are deteriorated and obsolete in order to meet safety and accessibility standards, ~~improve~~ [reduce energy and water conservation usage](#), and enhance maintenance efficiency.

7.6d. Crime Prevention Through Environmental Design

Integrate crime prevention through environmental design (CPTED) principles into the design and development of public spaces in order to promote built environments that provide fewer opportunities for crime or criminal activities.



Goal 7.7: Increase tree canopy and green infrastructure within the city.

7.7a. Urban Forestry Management Plan

Support implementation of goals, objectives, and action items defined by the city's *Urban Forestry Management Plan*, as adopted.

7.7b. Tree Retention and Replacement

Support the retention of healthy, mature trees as part of public improvement projects, new development, and infill/redevelopment. Establish criteria for the replacement of trees in instances where retention is not feasible due to location, site constraints, or other factors.

7.7c. Water Conservation/Resiliency

Continue to promote the use of species that have reduced watering needs once established and that have an increased likelihood of surviving and thriving amidst the periods of extreme drought and harsh temperature changes typical in Reno's climate.

7.7d. Community Partnerships

Promote community partnerships and expand educational opportunities to emphasize the benefits of the urban forest.



GP 8: EFFECTIVE GOVERNANCE

Historically, Reno's master plan has primarily been used in the review of individual development proposals. While ensuring future development is consistent with the city's goals and policies is an essential role that the master plan should continue to play, the updated master plan has the potential to be used much more strategically by Reno's elected and appointed officials and city staff in day-to-day decision-making. The city has made a concerted effort in recent years to more broadly engage all segments of Reno's community in discussions about Reno's future. As a result, community engagement numbers have been unprecedented and residents have expressed a clear desire to translate the momentum that's been established into an actionable plan for the future.



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LOOKING TO THE FUTURE

As an organization, Reno will strive to be fiscally responsible, accessible, and responsive to residents and the business community. City leaders will foster a culture of collaboration and accountability, using the community-based master plan as a tool for guiding budget priorities and capital improvements, as well as for day-to-day policy guidance. Annual reporting on the master plan will be conducted to support the plan's implementation and to ensure it continues to reflect the values of the community. A variety of opportunities for all residents to be engaged in the civic process will be provided through formal city boards and commissions and a variety of other forums. The city will be a leader in regional discussions.



HOW WILL WE GET THERE?

Goal 8.1: Align day-to-day decision-making and budgeting with the implementation of the master plan.

8.1a. Institutionalize the Master Plan

Incorporate the guiding principles, goals, policies, and implementation strategies adopted as part of the master plan into city budgeting (including CIP) and decision-making at all levels to promote consistency and continuity as elected officials and staff change overtime.

8.1b. Plan Monitoring

Provide ongoing monitoring and periodic reporting—ideally annually—of progress made toward the implementation of the master plan.

Goal 8.2: Enhance teamwork, cooperation, problem-solving, and transparency within the city organization.

8.2a. Roles and Responsibilities

Establish clear roles and responsibilities for city staff, elected officials, boards and commissions, and participants.

8.2b. Transparency

Ensure city planning and investment decision-making processes are clear, open, and well-documented.

8.2c. City Staff Recommendations

Rely on city staff's assessment of conformity and alignment with the master plan as a critical element in ensuring decision-making that is transparent and fair.

Goal 8.3: Develop and support leadership that reflects the diversity of the community.

8.3a. Committee, Board, and Commission Recruitment

Seek diverse and qualified candidates reflective of community demographics in the recruitment and appointment of members to serve on city boards, commissions, and committees.

8.3b. Community Partnerships

Pursue partnerships and opportunities to collaborate with community groups and organizations to support diversity, reduce discrimination, and engage special populations.

8.3c. Multi-Lingual and Multi-Cultural Competency

Seek opportunities to expand the multi-lingual and multi-cultural competency of city staff through training and hiring practices.

8.3d. Culture of Acceptance

Promote, respect, and appreciation for diversity of ability, age, culture, economic status, gender identity, national origin, race, religion, and sexual orientation, including economic, racial, cultural and individual differences within the city organization and community.

Goal 8.4: Encourage broad and meaningful citizen engagement.

8.4a. Representation

Provide a welcoming environment and encourage participation on city advisory boards by residents of all abilities, ages, gender, ethnicities, income levels, and family types.

8.4b. Meaningful Participation

Consider and balance a diverse range of community interests, seeking and facilitating the involvement of those potentially affected by planning and decision-making.



8.4c. Input Methods

Provide a range of opportunities for the public to provide feedback to decision-makers, including focus groups, community workshops, stakeholder interviews, surveys, and web- or social media-based forums to meet the needs of different populations and comfort levels.

8.4d. Neighborhood Advisory Boards

Maintain the partnership between Reno's citizens and their government by providing residents thorough, accurate and comprehensive information about city policies and operations through the Neighborhood Advisory Boards and other public information programs.

8.4e. Mentorship Program

Mentor and support emerging community leaders through support for volunteer committees and commissions and by providing volunteer opportunities and internships within the city organization.

Goal 8.5: Continually seek opportunities to increase the efficiency of city facilities and the effectiveness of government programs and city services.

8.5a. Community Surveys

Periodically conduct statistically valid community surveys with regard to city services and facilities as a means to evaluate current levels of service and identify potential gaps in services or facility needs.

8.5b. Emerging Technology

Proactively explore and implement emerging technologies and best practices to monitor city service delivery and facilities needs. Also explore and implement opportunities to incorporate emerging technologies as a means of informing, educating, and interacting with citizens.

8.5c. Budgeting

Emphasize needs identification, accountability, and effectiveness as priorities in making funding allocations.

8.5d. Permitting Process

Continue to foster a business-friendly environment by automating and streamlining permitting and review processes, monitoring customer satisfaction, and periodically evaluating and adjusting fees and rates.

8.5e. Sustainable Government Operations

Continue to implement policies and programs to reduce greenhouse gas emissions, conserve energy and water, and procure environmentally responsible products and materials in government operations.

8.5f. Technology Partnerships

Engage in collaborative efforts with regional partners and/or public/private partnerships to leverage information technology and implement pilot projects that enhance the provision of city services and identify facility needs.

Goal 8.6: Collaborate with local, regional, and state partners on issues of mutual significance.

8.6a. State Legislation

Engage with state representatives and advocate for legislation that provides more opportunities for municipalities to employ new or different financial tools to support growth and development, fund education, and address other issues as may be identified.

8.6b. City as Convener

Champion efforts to bring together diverse groups of stakeholders on issues of mutual significance.

8.6c. Partnerships

Explore opportunities to partner with public, private, and non-profit organizations to leverage available resources and promote innovation.